

## **EAST AYRSHIRE COUNCIL**

### **DEVELOPMENT SERVICES COMMITTEE – 3 MAY 2005**

#### **EUROPEAN MOBILITY WEEK AND IN TOWN WITHOUT MY CAR DAY 2005**

##### **Report by Executive Director of Development & Property Services**

#### **1. PURPOSE OF REPORT**

##### **1.1 To advise the Committee:-**

- i) of arrangements made by the Council, in association with Strathclyde Police and the Local Health Care Co-operative for this year's European Mobility Week and In Town Without My Car Day,
- ii) Of the funding available to run the events.

#### **2. BACKGROUND**

**2.1** In 2004, East Ayrshire Council, in association with Strathclyde Police, took part in European Mobility Week and In Town Without My Car Day. These are Europe-wide initiatives to promote sustainable urban transport and raise public awareness of the need to reduce car use in towns and cities, as well as the benefits of walking, cycling and public transport.

**2.2** In view of the success of these initiatives, it is intended to participate in the 2005 campaigns.

**2.3** A working party has been formed to progress the initiatives. It consists of representatives from Development and Property Services, Neighbourhood Services, Educational and Social Services, Strathclyde Police and the Local Health Care Co-operative.

**2.4** The theme for this year's European Mobility Week is "Clever Commuting" which is broad enough to allow treatment of many sustainable transport issues.

**2.5** To participate fully, a local council has to close streets to create a car-free area and introduce a permanent measure/s that will address sustainable transport needs. It must also run the In Town Without My Car Day on 22 September 2005.

#### **3. EUROPEAN MOBILITY WEEK 2004**

**3.1** Activities in 2004 consisted of publicity involving posters, leaflets, Intranet, Website, Press and the In Town Without My Car Website.

**3.2** Publicity referred to the significant measures introduced by the Council to improve safety and facilitate the use of public transport. These included Quality Bus Corridors, improvements to Kilmarnock and Cumnock bus stations, 20 mph zones and town centre improvements.

#### **4. IN TOWN WITHOUT MY CAR DAY 2004**

- 4.1** This was held in Kilmarnock Town Centre on 22 September 2004. Activities included a display of dance by pupils from Kilmarnock Academy, a pipe band from Auchinleck Academy, and aerobics dancing by an adult group.

St Columba's and Loanhead Primary Schools displayed pupils' artwork on "green" transport issues and pupils walked down to the event accompanied by C.A.T.C.H., The Walking Bug, a costumed character developed by Leisure Services to promote walking. The CHIP Van (Community Health Improvement Partnership) was present along with a children's play area (The Towdabout) and interactive displays of old fashioned street games. Strathclyde Police ran a road safety quiz and road safety staff ran a cycle skills event.

- 4.2** A survey of members of the public attending the event indicated that there was strong support for the idea and that it should be held each year.

#### **5. EUROPEAN MOBILITY WEEK 2005**

- 5.1** In addition to activities of the sort detailed in 3.1 above, the following are being considered:

- Activities involving the Community Hospital in Cumnock and Health centres
- Activities carried out by School Nurses
- A display in the Baird Institute
- Involvement of the Coalfield Community Transport
- "Traffic/environment trails" for local schools

#### **6. IN TOWN WITHOUT MY CAR DAY 2005**

- 6.1** This will be held in Cumnock Town Centre at the pedestrianised area near the church and on a short stretch of road that will be closed to traffic on the day.

- 6.2** In addition to the activities detailed in 4.1 above, the following are being considered:

- Publicity on noise and atmospheric pollution including on-site measurement of these
- Reminiscence group on changes in transport
- Artwork display
- Play area
- Cycling activities
- Free/subsidised bus travel
- "Park and stride" for schools
- Coalfield Community Transport to run services into Cumnock on the day
- Art & Craft stalls
- Climbing wall
- Pedal Go-Karts

- 6.3** It is intended to invite a demonstration of Shopmobility facilities at the In Town Without My Car Day.

East Ayrshire Council had previously sought to establish a Shopmobility Unit, however, funding could not be obtained at that time. It is proposed to reconsider the funding options with a view of providing a future Shopmobility Unit in the Council area.

## **7. FINANCIAL IMPLICATIONS**

- 7.1** The Local Health Care Co-operative have advised that they will contribute £1500 to the event and the Health Promotion unit would consider funding of specific initiatives. The Department of Development and Property Services would contribute £1000 and would meet the costs of the road closure and the supply of sand for the “play area”.
- 7.2** As a corporate event, and in order to maximise the range and type of activities which can be offered in our programme, all Council departments are invited to consider what their contribution to the event should be. Contributions in kind, by way of provision of sound equipment, staging, catering, wet weather protection e.g. tarpaulins and staffing resource for the day would be welcomed, as well as financial contributions.

## **8. LEGAL IMPLICATIONS**

- 8.1** Nil

## **9.0 COMMUNITY PLANNING IMPLICATIONS**

- 9.1** The involvement in European Mobility Week and the staging of an In Town Without My Car Day are identified as target actions in the Community Safety Plan for 2005.

## **10. RECOMMENDATIONS**

- 10.1** It is recommended that the Committee agree to:
- i) note the arrangement made in respect of European Mobility Week and In Town Without My Car Day 2005; and
  - ii) welcome the participation of Strathclyde Police and The Local Health Care Co-operative, and the financial support from The Local Health Care Co-operative.

**James Lavery**  
**Executive Director of Development and Property Services**  
**22 March 2005**

## **LIST OF BACKGROUND PAPERS**

**Nil**

For further information please contact Gerald Cummins on 01563 576310

**Implementation Officer: Gerald Cummins**